

Attachment A

Activities For Reemployment Services

Keeping in mind that State Agencies have flexibility to determine the needs of the State and how the funds should be targeted, the following non-exhaustive list of activities is provided to assist in developing an action plan. The activities reflect research results and practical experience providing reemployment services.

- Integrated UI/ES services. While the relationship between the Employment Service (ES) and UI is longstanding, with the creation of One-Stop Centers and more use of technological tools to provide services, there is a need for the programs to develop an effective communication mechanism or linking process whereby UI claimants receive service in ES and the One-Stop Centers. This is particularly important for State Agencies doing remote initial claims filing such as telephone claims where UI claimants not familiar with ES services may not avail themselves of available assistance. Cross training staffing, requiring immediate registration and conducting early job matches have proved to be successful techniques.
- More intensive or staff-assisted services. A review of State activities since reemployment services were mandated under WPRS found that services received by claimants were, on the whole neither very intense nor clearly well matched to client needs. Nearly half the States neither required extensive services nor generally made them available. Only about one-third of the States required claimants to participate in 20 or more hours of services. Of the group who were referred to reemployment services, only one-third were reported as participating in job search workshops.

Research has found that job search techniques such as increasing the number of employer contacts and expanding job search to include secondary occupations and a broader geographic area were very effective in producing positive outcomes. The combined findings of several State demonstration projects--in Minnesota, Nevada, New Jersey, South Carolina and Washington--provide strong evidence that intensive reemployment services, such as job search assistance, are effective and result in positive outcomes.

A report on the Job Search Assistance Demonstration in the District of Columbia (DC) and Florida (see item c. in section 2 of this guidance letter) found that reemployment services encouraged more aggressive job search efforts, increased the number of employers contacted per week, and increased the hours of job search per week. The project used three job search service methods: structured job search assistance, individual job search assistance and individual job search assistance with training. While each of the three service methods reduced UI receipt, the largest impact occurred in the structured job search assistance group in DC, where UI receipt was reduced by more than a week. The other method groups across DC and Florida had more modest impacts, reducing UI receipt by about half a week on average. These services also reduced the percentage of claimants who exhausted their benefits. There was no evidence that methods pushed claimants into lower quality jobs in order to hasten reemployment. The service methods appear to have

improved the quality of jobs found by participants in DC (although not in Florida) and did not affect the likelihood that claimants would switch occupations when they accepted a new job.

- Early intervention services. There is extensive research (see studies in section 2 of this guidance letter) to document that early intervention, (for example, identifying UI claimants who are likely to face lengthy unemployment early in their UI combined with job search and similar services) is an effective approach to providing reemployment services resulting in positive outcomes.
- Eligibility Review Program (ERP) activities. ERP might be more effective if redesigned to provide services earlier, more frequently and to incorporate job search or other reemployment services in the ERP.
- Services that are integrated with Remote Initial Claims Filing. Telephone and Internet initial claims are widespread and in some States becoming the only way to register for UI. While this may increase the efficiency of delivering UI, it poses a serious problem for providing reemployment services. Often, the high cost of telephone service at remote locations prevents customer service representatives (CSAs) from spending more time with UI claimants on the telephone. To assure that UI claimants are provided reemployment services, State Agencies could provide CSRs with information and training for referring UI claimant to providers of reemployment services such as the local One-Stop or Toll Free Help Line.
- Services to claimants in targeted occupations or industries. Many States are facing the loss of jobs in specific industries or occupations. Particularly hard hit have been the textile, shoe, printing/publishing and some manufacturing industries. Reemployment services programs could be developed to customize service to UI claimants in a specific occupation or industry.
- Improved services to profiled claimant. Additional resources can be used to implement an approach to increase the number of UI claimants selected and provided targeted services that have produced positive outcomes. Projects to increase referrals and improve the intensity of reemployment services could be expanded. Better communications, linkages and procedures could be developed between and among the UI, ES and other members of the One-Stop Center. In addition, services could be provided earlier and be customized to respond to the needs of the UI claimant.
- Development of better career information tools. Good tools are critical for enabling effective service. Reemployment services funds could be used to develop specific tools needed to connect or link reemployment services within the One-Stop Center. New tools could be developed or available tools could be integrated into current State operating systems or career tools. For example, a number of career and guidance programs are available through private and public sources. Tools such as the America's Career Kit and O*NET can be uniquely integrated into operating systems or could become the basis of new tools developed to serve UI claimants. In particular, O*NET contains a feature that

can help identify occupations related to past occupations which could be used to guide and enhance UI claimant's job search activities.

- Continue or improve on activities/services that State Agencies Implemented Using the Significant Improvements Grants (SIG). ETA funded demonstration projects to increase the effectiveness of reemployment services for UI claimants, to preview and shape future policy directions for reemployment services and to support implementation of the WIA. Where successful, these programs could be continued and/or enhanced with the additional reemployment services funds.